

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Released of Advertisement in ‘Lifestyle Living’ magazine – Publication Charges – Sanctioned an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 671

Dated:02-09-2013

Read the following:

1. From Mrs. Simran Mishra, Managing Editor, Lifestyle Living.
2. Govt.Lr.No.2822/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.18-06-2013.
3. Bill No.LL/AUG-13/APTDC/08, of Mrs. Simran Mishra, Managing Editor, Lifestyle Living.

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ORDER:

1. In the letter 1st read above, Mrs. Simran Mishra, Managing Editor, Lifestyle Living, has requested to release advertisement in ‘Lifestyle Living’ magazine for full page colour Ad, plus 2 Pages dedicated editorial free of cost. Accordingly, Government have issued a work order for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) for publication of the advertisement, in the reference 2nd read above.

2. In the reference 3rd read above, Mrs. Simran Mishra, Managing Editor, Lifestyle Living, has furnished a bill for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) including taxes towards released advertisement in ‘Lifestyle Living’ magazine in August 2013 issue and requested Government for arranging payment.

3. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.1,25,000/- (Rupees One Lakh Twenty Five Thousand only) towards advertisement published in ‘Lifestyle Living’ magazine.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. S.V. Publishers, New Delhi, through on line. The details of Bank account is as follows:-

Account Name	: S.V. Publishers, New Delhi
Account No	: 0350201010260
Name of the Bank	: CANARA BANK, GREEN PARK EXTN., NEW DELHI
IFSC Code	: CNRB0000350
Pan No	: ABWFS0311D

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To,
Mrs. Simran Mishra, Managing Editor, Lifestyle Living
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER